

# Exhibit B

# Publishers Clearing House Book, Music & Video Buyers Mailing List

These buyers of books, videos, or music are generated from PCH's sweepstakes mailings.

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| SEGMENTS   |                            | COUNTS THROUGH 06/30/2022 | POPULARITY: ***** 98        |
|--|----------------------------|---------------------------|-----------------------------|
| 1,429,511  | TOTAL UNIVERSE / BASE RATE | \$100.00/M                | MARKET: CONSUMER            |
|  | BOOK/VIDEO/MUSIC BUYERS    | + \$10.00/M               | CHANNELS:                   |
| 150,611  | AVG. MONTHLY HOTLINE       | + \$15.00/M               | SOURCE: DIRECT MAIL SOLD    |
| 313,209  | AVG. QUARTERLY HOTLINE     | + \$10.00/M               | PRIVACY: UNKNOWN            |
| DESCRIPTION  |                            |                           | DMA?: YES - MEMBER          |
| <p>Publishers Clearing House offers promotionally responsive and credit-worthy buyers of quality merchandise at affordable prices. These buyers are generated from PCH's various sweepstakes mailings. These consumers are music, book &amp; video enthusiasts and spend their discretionary income on a variety of merchandise for their entertainment and enjoyment. They are ideal prospects for a variety of offers including: books, music, video, general merchandise, credit card, fundraising, insurance, membership and club continuity offers.</p> |                            |                           | STATUS: PREFERRED PROVIDER  |
|  |                            |                           | GEO: USA                    |
|  |                            |                           | GENDER: 70% FEMALE 30% MALE |
|  |                            |                           |                             |
|  |                            |                           |                             |
| <p>This is a product select off the Publishers Clearing House Merchandise file.</p>  |                            |                           |                             |
|  |                            |                           |                             |
|  |                            |                           |                             |
|  |                            |                           |                             |
|  |                            |                           |                             |
| <p>PROFILE/DEMOGRAPHICS:</p>   |                            |                           |                             |
|  |                            |                           |                             |
|  |                            |                           |                             |
|  |                            |                           |                             |
|  |                            |                           |                             |
| <p>Buyers of a wide variety of Books, Videos, and music products.</p>  |                            |                           |                             |
|  |                            |                           |                             |
|  |                            |                           |                             |
|  |                            |                           |                             |
|  |                            |                           |                             |
| <p>Source: 100% direct mail sold!</p>  |                            |                           |                             |
|  |                            |                           |                             |
|  |                            |                           |                             |
|  |                            |                           |                             |
|  |                            |                           |                             |
| <p>Gender: 70% Female; 30% Male.</p>   |                            |                           |                             |
|  |                            |                           |                             |
|  |                            |                           |                             |
|  |                            |                           |                             |
|  |                            |                           |                             |
| <p>Average sale: 30.00</p>   |                            |                           |                             |
|  |                            |                           |                             |
|  |                            |                           |                             |
|  |                            |                           |                             |
|  |                            |                           |                             |
| <p>Selects include: New to File, Multibuyers, COAs, Dollar Amount, Paid as well as being enhanced by Datamatch with hundreds of lifestyle and demographic selects.</p>   |                            |                           |                             |
|  |                            |                           |                             |
|  |                            |                           |                             |
|  |                            |                           |                             |
|  |                            |                           |                             |

## SELECTS

|                          |           |
|--------------------------|-----------|
| ADD'L SELECTS            |           |
| KEYING                   | \$2.00/M  |
| MULTI-BUYERS/NEW TO FILE | \$10.00/M |
| PROFILE/DEMOGRAPHICS     |           |
| RUNNING CHARGES          | \$10.00/M |
| STATE/SCF/GENDER         | \$5.00/M  |
| ZIP                      | \$10.00/M |
| ZIP +4                   | \$3.00/M  |

## ADDRESSING

|            |           |
|------------|-----------|
| KEY CODING | \$2.00/M  |
| SECURE FTP | \$50.00/F |

## RELATED LISTS

- [PUBLISHERS CLEARING HOUSE MERCHANDISE BUYERS](#)
- [OLDIES.COM](#)
- [FRANK CAWOOD & ASSOCIATES MASTERFILE](#)
- [TV GUIDE](#)
- [FRANK CAWOOD & ASSOCIATES HEALTH BOOK BUYERS](#)
- [PUBLISHERS CLEARING HOUSE MAGAZINE BUYERS](#)
- [COUNTRY STORE](#)
- [ANNIE'S - GOOD OLD DAYS MAGAZINE](#)
- [ALOES INTERNATIONAL](#)
- [PUBLISHERS CLEARING HOUSE BUYERS MASTERFILE](#)